

Library Services

Mission Statement

To serve as the cultural, educational, and informational heart of the City.

Department Overview

The Library is a valuable resource which offers a diverse range of materials, information and programming for every age group in our community. Over one million people come into the libraries each year and many more use the on-line resources from their home, office or school.

Key Department Programs

- Public Services
 - ❖ Central Library
 - ❖ Donna and John Crean Mariners Branch Library
 - ❖ Corona del Mar Branch Library
 - ❖ Balboa Branch Library
- Library Administration
- Technical Processing
- Literacy Services
- Arts and Cultural Services

Goals

- Provide current materials and information that meet the varying needs of the community
- Deliver quality service to customers by providing accurate answers, timely responses and assistance
- Provide programming for audiences of all ages
- Provide literacy services to adults
- Support arts and cultural events and programming

In addition, the Library Administration team has identified 4 goals to assist the Library in being more responsive to the community:

1. Evaluate the customer experience.
2. Encourage technological literacy.
3. Preserve the memories of the City through the management of local history resources.
4. Let customers define use of public space.

Service Indicators	2013-14 Actual	2014-15 Actual	2015-16 Estimated	2016-17 Projected
Circulation	1,689,870	1,610,818	1,575,000	1,573,000
Customers Served in the Library	1,399,841	1,256,238	1,250,788	1,240,700
Reference Questions Asked	190,391	168,126	166,834	166,500
Program Attendance	55,879	61,424	65,674	65,500

The CDM Branch closure may have a negative impact on the use of Library services in 2016-2017

Programs

Public Service

Intended Outcome: To provide a range of materials, information and programs to meet the needs of customers of all ages.

Core Functions

- Serve customers at all locations
- Circulate books, magazines, movies and audio recordings
- Answer questions and assist customers in person, by phone and via email
- Provide 24/7 library services via eBranch
- Provide technology training and assistance to customers
- Provide access to a workspace equipped with technology and resources for customers to use in creating presentations, videos, web and graphic design.
- Plan and host programs for children, teens and adults throughout the year

Work Plan

Staff will continue to meet the needs of the Corona del Mar community during the Library reconstruction.

Library staff will proactively market the Media Lab and the creative opportunities it provides users.

Staff will provide training in the Media Lab on topics such as Lynda.com, Photoshop, ProTools and other popular or powerful media tools.

The Library will continue to enhance the Lab offerings with a circulating collection of "Tech Toys" such as a GoPro camera and USB enabled turntable.

Staff will evaluate collections, formats and services that best fill the needs of customers at each Library location.

Staff will continue to explore emerging digital media and increase the collection of eBooks and digital magazines to support the Library's eBranch services.

The Library will develop programming opportunities for customers of all ages.

The Library will continue to provide concierge service to Newport Coast and OASIS to serve the customers using those facilities.

Library Administration

Intended Outcome: To manage the successful operations of the Library system allowing the public service staff to focus on meeting the day to day needs of customers. To assess needs and plan accordingly in order to provide top quality services and resources to the community presently and going forward.

Core Functions:

- Provide support to the public, the staff, the Board of Library Trustees, the Arts Commission, the Friends of the Library, and the Library Foundation
- Set the course and direction of the organization with strong leadership
- Assess the needs of the community and plan for the future
- Provide support in the areas of personnel, record keeping and marketing
- Oversee the maintenance of the Library facilities
- Monitor the budget, financial planning and expenditures

Work Plan:

- Partner with Public Works, the architect, designer and contractors to ensure the success of the Corona del Mar branch library building project.
- Assist the support groups in maintaining their prominence and name recognition in the community.
- Develop surveys to assist in evaluating customer experience.
- Continue to encourage cooperative projects with the Newport Beach Historical Society and Sherman Gardens.
- Coordinate with IT to upgrade services through technology.
- Provide staff training opportunities to keep up with technological advances and enhancements to Library service.
- Provide quarterly and annual reports for the State Library to encourage re-establishment of State funding to local agencies.
- Evaluate the Library facilities for usability and sustainability.

Technical Processing

Intended Outcome: To ensure that the libraries have new materials to fill the needs of customers.

Core Functions:

- Order, receive and process materials
- Process payments for materials
- Mend and maintain collections

Work Plan:

- Cross-train clerical staff for maximum employee flexibility.
- Evaluate ordering processes to ensure that the most efficient and effective practices and vendors are used to meet the needs of customers.
- Assess the workflow and update processes as appropriate.
- Continue to cycle audio and video discs through a regular rotation of cleaning to ensure that materials are in good working order.

Literacy Service

Intended Outcome: To provide tutoring for adult literacy learners.

Core Functions:

- Assess the needs of prospective learners
- Recruit and train literacy tutors
- Assist in community awareness
- Support Literacy Board Members

Work Plan:

- Use social media to spread the word of the Library Literacy program.
- Work with tutors and learners to evaluate progress and establish a system of moving learners on to higher levels.
- Seek new grant opportunities and sponsorships to ensure ongoing funding for the program.
- Work with and leverage the talents and efforts of Newport Mesa Proliteracy Board.
- Explore targeted programs for specific segments of the community such as parents of elementary school aged children or job seekers.

Arts & Cultural Services

Intended Outcome: To support the City Arts Commission in carrying out their responsibilities

Core Functions:

- Arrange art exhibits for the City, including the annual juried art show
- Plan and execute programs and cultural arts events.
- Administer departmental grants.

Work Plan:

- Provide the community with summer programming such as Concerts in the Park
- Continue to highlight local artists and display their works at the Central Library
- Coordinate musical performances at the Library